b. "South Carolina" must be spelled out in its entirety and prominently featured on all print media.

c. The agency "Logo" must appear on all print ads, except billboards.

d. Newspaper advertisement is fundable only when advertising in a newspaper that has multi-county circulation.

e. Magazine and directory advertisement is allowed outside of a 50-mile radius of the promoted area or event.

f. Tear sheets verifying date and publication's name must be submitted after ad placement.

g. Billboard placements are allowed on interstates or major highways outside of the project's county limits. A photograph of the billboard is required.

2. **Broadcast Media: Television and Radio**

a. Placement schedules should include dates, names, and location of ads that must receive approval on an annual basis.

b. Text copy for radio spots must be submitted for prior approval.

c. Text copy for TV ads including margin script must be submitted for prior approval.

d. Radio and TV ads are required to include the wording "South Carolina" and must reach outside the county, preferably out of state.

3. **Printed Material: Brochure, Visitor's Guide, Direct Mail Literature, Highway Map, Travel Trade Guide and Insert.**

a. Annual approval is required for all graphics, layouts, and text copy (including reprinting) prior to final production.

b. "South Carolina" must be spelled out in its entirety and prominently featured.

c. The minimum size requirement must be 4" x 9" in order to be considered for brochure rack display.